

Mobil Oil and R.J. Reynolds Counter Display Program
Compliance Expectations

To ensure counter display payments are maximized in our accounts, a review of compliance expectations is listed below. R.J. Reynolds has expressed a concern over the following issues and I am giving my full support. Failure to maintain the displays as described will result in non-payment from RJR.

Mobil Oil Expectations

A. **Properly Filling Displays**

This is the biggest concern from RJR. The EXACT brand style tagged on the displays should be maintained. If you run out of stock on a display item, do **NOT** fill the display with another item. You should ensure that an adequate inventory of displayed brands is maintained as these are usually the best selling styles.

B. **Display Obstruction**

Cigarette displays should not be blocked by impulse items, change makers, flowers, paper bags, temporary displays, or other items. Please ensure your counter displays are unobstructed at all times.

C. **Improper Location**

Plan-o-grams of your cigarette display locations are available. Do **NOT** move displays without communicating this to the office. Improper location of cigarette displays will result in an immediate deduction of payment.

R.J. Reynolds Expectations

A. **Display Tags**

R.J. Reynolds will ensure displays are tagged to show the proper brand styles that should be maintained. RJR wants the EXACT brand style tagged to be maintained - **NOT SIMPLY ANY BRAND IN THE FAMILY.**

B. **Display Advertising**

R.J. Reynolds will place and maintain advertising on all displays. This advertising will be changed on a periodic basis.

C. **Plan-o-grams**

Your R.J. Reynolds representative will also maintain a plan-o-gram on display locations. Please review this with your representative if there are any questions as to display locations.

Compliance Procedures

The following procedures outline compliance with R.J. Reynolds:

1st Offense: Your R.J. Reynolds representative will resolve the non-compliance situation, discuss it with the store manager, and issue a warning.

2nd Offense: Your R.J. Reynolds representative will discuss the non-compliance situation and actions that need to take place. Unless there are extenuating circumstances, a deletion of that month's payment will occur.


R.J. Reynolds wants to make payments on their display programs. They simply want the same attention to compliance as given to other cigarette manufacturers. Questions, comments, or concerns on these issues may be directed to myself or the R.J. Reynolds manager listed below.

Your assistance and cooperation is greatly appreciated.

Sincerely,



Store Manager/Owner
Store Name



R.J. Reynolds Manager/Representative
Phone Number/Voicemail

51862 0722